

The PENTAGON

Published By and For the Employees of the  Central Power and Light Company

Vol. 4

SAN ANTONIO, TEXAS, JUNE, 1929

No. 6

Service Maintained Despite High Water

Through heroic efforts to safeguard its service and the ability to obtain power from its electric transmission system, the Central Power and Light Company was recently enabled to give to the Guadalupe and Victoria Districts during the worst flood in their history an electric service equal to that enjoyed under normal conditions.

When on the night of May 28th, after weeks of heavy rains, the Guadalupe river began to rise at an unprecedented rate, the company realized that a flood was inevitable. Consequently every available man was put into action, every possible precaution was used and every known method was employed to put equipment into readiness for the crisis.

As the result of these measures, when the Guadalupe river broke from its banks on May 29th, at Gonzales, inundating the hydro-plant to a depth of four and one half feet, and when a few hours later the same conditions were existing at Cuero, work had been so rapidly carried on and preparedness plans had been so carefully executed, that except for a minimum interruption in Gonzales, electric service in both towns was totally undisturbed.

Victoria worked tirelessly and thoroughly, too, that service there

(Continued on
page 4, col. 1)

The General Office Is Settled At Last

After several months of moving from floor to floor and going from one temporary location to another, until it was a guess as to where any department might be found, the General Office is finally settled in its permanent quarters.

The company now occupies the entire sixth and seventh floors, practically the entire eighth, and 2 rooms on the second. The departments are located as follows:

Second floor—Stationery Room and an Accounting Department storeroom.

Sixth floor—Accounting, Treasury, Secretarial, Purchasing, Stores, Public Relations and Mailing Departments.

Seventh floor—Executive, Commercial, Engineering and Statistical Departments. The private branch telephone exchange and reception room are also on this floor.

Eighth floor—Safety, Legal, Power, Ice and Refrigeration, Industrial Development, Correspondence and Public Information Departments.

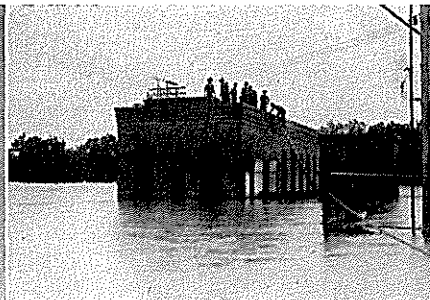
Company Wins Prize Of National Import

Announcement has just been made at the National Electric Light Association in Atlantic City that the two thousand dollar first prize in the "One More Kilowatt Hour Per Home Per Day" contest had been won by the Central Power and Light Company. The announcement brings recognition of national import to the organization and culminates a period of intensive effort on the part of all employes of the Central Power and Light Company.

The winning of the National Electric Light Association award also brings with it the prize award of one thousand dollars offered by James C. Kennedy to any subsidiary of the Central and South West Utilities Company which could capture the national prize. Announcement as to the distribution of the prize will be made upon Mr. Neiswanger's return from Atlantic City.

The idea for the "One More Kilowatt Hour Per Home Per Day" contest originated at the 1927 National Electric Light Association, where the need for the building up of residence electric consumption had been strongly emphasized. Plans were drawn up, a committee for the contest was appointed and early in 1928 the contest was inaugurated.

(Continued on
page 2, col. 3)



This group of photographs depicts flood conditions during the recent record high waters of the Guadalupe River. Above are pictures of the interior and exterior of the Gonzales hydro plant. Below, left, is the Victoria steam plant which came dangerously near being flooded and on the right is the Cuero hydro plant.





General Office - - - San Antonio, Texas

Dwight A. Carlsen - - - - - Editor
Mary Edwards - - - - - Associate Editor

Public sentiment is everything. With public sentiment, nothing can fail; without it nothing can succeed. Consequently, he who molds public sentiment goes deeper than he who enacts statutes or pronounces decisions.—Abraham Lincoln.

Growth Of District Requires New Name

From now on its the Big Bend District. Because of the growth and expansion taking place in the former Marfa-Alpine District a new name, descriptive of the enlarged territory under C. R. Norman's supervision, has been thought practical.

The name Big Bend was chosen from among a number of other names as being most representative of the entire territory served by the Central Power and Light Company in that district. Practically all of Mr. Norman's district lies within that portion of the state known as the Big Bend Country—so named because of the great curve which the Rio Grande River makes at this point.

While it has a new name, the Big Bend District is second oldest of the Central Power and Light Company's properties. It was acquired in 1919 at which time Laredo was the only other Texas community being served.

Originally the towns of Marfa and Alpine were the only two properties in the district. In 1928 however, Fort Davis was added and just recently the towns of Balmorhea, Marathon, Saragosa, Presidio and Ojinago, Mexico, were acquired.

New Service Given Company Customers

The Central Power and Light Company is interested in helping women to become home makers instead of house-keepers, and believing that better home making through the use and understanding of utility services and appliances would interest the women in the territory served by this company, the Home Service Department directed by Miss Leola Seastrunk and comprised of women graduates of schools of home economics has been established. It is not only the aim of the Home Service Department to aid the home makers in the selection, care and operation of their electric appliances, but any customer or organized group of women may call upon the department for lectures or demonstrations on any subject connected with home making. There will be conducted throughout the various districts of the Central Power and Light Company territory, at least once a year, a course in home management and cookery.

At the invitation of the faculty, the director or other members of the Home Service department will address physics, chemistry and domestic science classes in the schools on such subjects as electricity in the home, electric cookery, refrigeration, and correct and decorative lighting in the home.

Miss Seastrunk was for three years instructor in the home economics department at Simmons University in Abilene. The last several years, however, she has represented the Federal Electric Company in the Central Power and Light Company properties. This contact has thoroughly acquainted Miss Seastrunk with the company's policies, and such an insight, together with her thorough knowledge of home economics and with her practical experience, will make Miss Seastrunk's service valuable to both the company and its customers.

Company Wins Prize of National Import

(Continued from page 1, col. 3)

Every class "A" member company of the National Electric Light Association was eligible. The eligible companies were divided into three classifications—according to their average residence kilowatt hour consumption during 1927. Six prizes aggregating nine thousand dollars were offered—a first prize of two thousand dollars and a second prize of one thousand dollars to the winning companies in each of the three classifications.

Rules for the contest were very brief and clean cut. Entrance only necessitated the registering with the contest committee before a specified time the average residence kilowatt hour consumption for 1927, and at the close of the year 1928, registering the average residence kilowatt hour consumption for that year.

First prize went to the Central Power and Light Company because it showed an increase during the year of one hundred and fifty-nine kilowatt hours per residence customer. It increased its average from a two hundred and fifty-six kilowatt hour consumption in 1927 to a four hundred and fifteen kilowatt hour consumption in 1928.

The Commercial Department, under the direction of J. R. McCoy, and its merchandise manager, H. G. Voigt, are due much credit for the winning of this noteworthy award. The well laid plans of the Commercial Department and the enthusiasm which it constantly infused into District and Local Managers and employees went far toward obtaining success for the company. However, it was the whole hearted co-operation and strenuous efforts of the managers and employees which really carried the contest to its successful completion. Such an evidence of loyalty and untiring labor in a company undertaking is one of the most gratifying features of the contest.

It is safe to say no single event has occurred before in the Central Power and Light Company which will win for it as much national publicity as will the winning of the "One More Kilowatt Hour Per Home Per Day" contest. This publicity will result in national recognition from all utility and financial organizations and from the company's stockholders. Success in such a contest will prove conclusively to them the stability of the company, and the field for opportunity to be found in the rapidly developing territory in which the company operates.

—(CPL)—

Proud Father: "Let me tell you son, that the man who gets my daughter will get a prize."

Hopeful Candidate: "May I see it please?"

MERCHANDISE SALES

District	Month of May		Year to Date	
	Total Sales	Sales per meter	Total Sales	Sales per meter
Rice Belt	\$14,215.53	\$5.35	\$47,636.89	\$17.80
Laredo	10,372.00	5.05	31,504.88	15.30
Del Rio	2,310.86	2.00	16,136.14	14.00
Marfa	3,153.41	3.32	11,955.78	12.60
Valley	20,992.85	4.00	65,240.66	12.40
San Antonio	7,632.17	4.00	22,015.71	11.55
Winter Garden	4,533.58	2.78	18,216.36	11.25
Guadalupe	11,526.01	2.91	44,603.82	11.20
Gulf Coast	17,412.50	2.66	44,632.87	6.80
Victoria	2,311.85	1.72	7,035.49	5.25
TOTAL	\$94,460.76	\$3.43	\$308,978.60	\$11.20

Construction Begins On New Steam Plant

The erection of a twenty thousand horsepower steam generating plant at Del Rio will be started immediately by the Central Power and Light Company. Architectural plans and technical construction details are being perfected now and the work of erecting a construction camp is already well under way. Company executives expect the plant to be completed and put into operation within a period of seven months.

The new plant is to be located on the east side of the Devil's River about ten miles west of Del Rio and approximately three miles from the confluence of the Rio Grande and Devil's Rivers. Contract has been made with the General Electric Company for two ten thousand horsepower steam turbines. Condensing equipment will be furnished by the Westinghouse Electric Company, and boilers will be furnished by the Combustion Engineering Corporation. The plant construction will be done by the L. E. Myers Company, which built the two Central Power and Light Company Devil's River dams.

High line survey between the present plant and the site of the new one is being made now. The line will be built immediately so that power will be available during construction of the steam plant.

Power generated by the new plant will be fed into the company's Del Rio and Winter Garden transmission system to care for the rapidly growing needs of Del Rio, and for the steadily increasing load caused by oil pipeline pumping and by water pumping for irrigation purposes.

A contract has also been made by the Central Power and Light Company to furnish the City of Del Rio with power for its new water works system, which is in the course of construction there now.

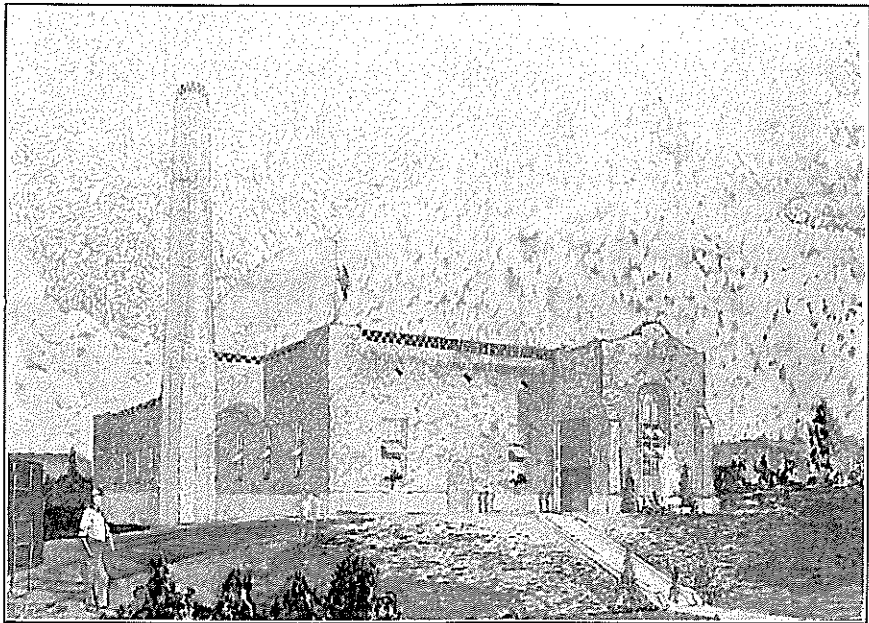
—(CPL)—

Luling Local Office Has Manager Change

R. B. Bronson, Local Manager at Luling since January, 1920, resigned recently to go into the furniture business in that city.

Mr. Bronson's service to the Central Power and Light Company had been one of great value and keen regret was felt at the severing of his association with the organization. The sincerest wishes of the company for his success follow Mr. Bronson into his new field of business.

Louis Shakel, former cashier at Luling, has been made Mr. Bronson's successor.



Above is the architect's drawing of the company's proposed 20,000 horsepower steam generating plant on the Devil's River. Construction has already begun.

Commercial Heads Visit Properties

The Central Power and Light Company was pleased to have as its guests during the latter part of May, C. J. Eaton, Chicago, vice-president of the Middle West Utilities Company; C. O. Dunten, Dallas, commercial manager of the Central and South West Utilities Company; and Edwin Vennard, Shreveport, commercial manager of the Southwestern Gas and Electric Company.

Accompanied by H. G. Voigt the visitors inspected a large number of the company's properties, paying visits to more than twenty of its offices. They expressed themselves as being highly pleased with the manner in which the offices were kept, and as being particularly pleased with the standardization of offices which is being so rapidly put into effect in all Central Power and Light Company properties.

—(CPL)—

Salesman: "Something in golf apparel, Madam?"

Lady: "I would like to see some handicaps. Large size, please. My husband said that if he'd had a big enough handicap yesterday, he'd have won the match."

—(CPL)—

"Say, looky hya, Rastus, you know what you're doin'? You is goin' away fo' a week and they ain't a stick of wood cut for de house."

"Well, what you all whinin' about, woman? I ain't takin' de axe wid me, am I?"

Personnel Changes In General Office

Two personnel changes were occasioned recently in the General Office by the resignations of W. P. Gilder, head of the Ice and Refrigeration Department, and J. D. Preston, head of the Distribution Department. Mr. Gilder left on June 1 for El Paso to accept a position as general manager of the El Paso Ice and Refrigeration Company, and Mr. Preston left on June 10 for Marion, Ohio, to become associated with the Marion, Delaware and Columbus Electric Company as general electric superintendent.

Mr. Gilder's association with the Central Power and Light Company began in 1924 as construction engineer. In 1927 he was made head of the Ice and Refrigeration Department. Mr. Preston came to the Central Power and Light Company in 1926 as assistant supervisor of the Distribution Department, and in 1927 he was made head of the department.

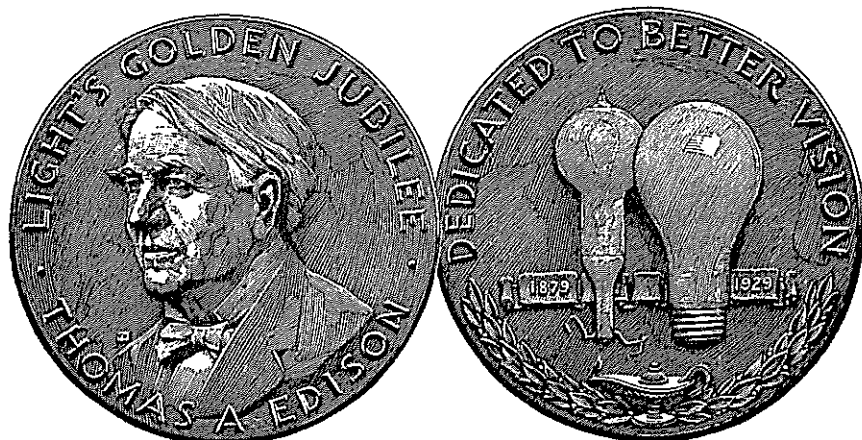
Both Mr. Gilder and Mr. Preston have done very valuable work for the Central Power and Light Company and their leaving is regretted by the entire organization.

R. A. O'Neill, former district engineer in the Guadalupe and Rice Belt Districts has been appointed as Mr. Gilder's successor.

The work originally handled by Mr. Preston will be combined with the transmission line construction work, and will be under the supervision of A. R. Kennedy and Homer C. Ludden.

—(CPL)—

"Do you know any way to avoid tire trouble?"
"You might buy a motor-boat."



Commemorating the fiftieth anniversary of the invention of the incandescent lamp by Thomas A. Edison, this medallion, official insignia of the great festival of light to be celebrated from June 1 to October 21, pays tribute to the great inventor and depicts the progress of the lamp since its inception. "Dedicated to Better Vision" signifies not only better vision due to the incandescent lamp but the sort of vision that enabled Edison to proceed in spite of obstacles.

Service Maintained Despite High Water

(Continued from page 1, col. 1)

might be safeguarded. Men and equipment were held in readiness, sacked sand in large quantities was provided for levee purposes, and the chief load dispatcher had all arrangements made for connections with Houston and San Antonio. However, the flood force had somewhat abated by the time Victoria was reached, and while low portions near the town were flooded and the steam plant was seriously threatened, it was not flooded and electric service in Victoria was maintained without interruption. Even had the Victoria plant been forced to shut down, service would have been maintained by bringing current to Victoria, Cuero and Gonzales over the company's transmission system.

All traffic except that of boats was suspended in the flooded area and when it became necessary at Gonzales to change a cross arm, which had been shattered by lightning, on the Oak Forrest-Nixon line, the work had to be done from a motor boat. One of Victoria's most trying problems was the moving of approximately two hundred poles, measuring thirty-five to sixty feet in length, to higher ground lashing them together and anchoring them to trees and other secure objects.

E. T. Ankele and R. A. Ewing of the Power Department, on their way to Gonzales from San Antonio, were caught in the back waters of the Guadalupe river and marooned in their automobile for eighteen hours. At the end of that time they left their car and started out on foot. After wading for several hours in water waist-deep, and fighting their way through entanglements of barbed wire and other floating debris, they were

picked up by a motor boat, out looking for refugees, and were taken in to Gonzales. Mr. Ankele and Mr. Ewing were the first persons to reach Gonzales from the outside world, for a period of twenty-four hours.

The Colorado river was at a very high stage during the same period that the Guadalupe river was flooding the Guadalupe and Victoria Districts and considerable concern was felt at Bay City, Columbus, Eagle Lake and other Rice Belt District towns. Strenuous precautionary measures were followed there also. The Rice Belt District suffered no great damage, however, except in a few extreme lowlands, which were inundated.

At Houston nine feet of water covered the first floor of the company's cold storage plant.

While all were not actually flooded, every Central Power and Light Company District, except that of the Big Bend, was effected by the high water of swollen creeks and rivers. Automobile and train traffic was entirely stopped for several days and telegraph and telephone communications were badly impaired.

Comparing the conditions arising from the recent flood with those of former ones the great advantage of electrical interconnection stands forth notably. In other floods less serious than the one just experienced, when local plants were the sole source of electric power, service was at a standstill, industries being closed and homes dark for a week at a time. During the last flood even though the plants at Gonzales and Cuero were flooded, with generating plants and other equipment almost entirely submerged, industries operated as usual and homes enjoyed electrical comforts as in normal times.

This was made possible by reason of the Central Power and Light Company's

Inventor is Honored By Jubilee of Light

The Golden Jubilee of Light, which was inaugurated at Atlantic City just prior to the convention of the National Electric Light Association in June should be one of the greatest celebrations of its kind the world has ever known. The Jubilee will continue throughout the summer, terminating in a blaze of light and glory on October 21, the fiftieth anniversary of the invention of the incandescent lamp by Thomas A. Edison.

The event at Atlantic City not only opened the world-wide celebration but marked the beginning of a brilliant light display all over the city and on approaching highways from that time until October 21. Thus commences what is believed will be the greatest tribute that has ever been paid to one man.

The night of October 21 will witness the culmination of a colossal celebration in a nation-wide tribute to the inventor, centered in Dearborn, Michigan, where Henry Ford has succeeded in rebuilding almost entirely the laboratory where Edison began his career.

In a message delivered by movietone from his home in Fort Myers, Florida to the delegates and guests of the recent National Electric Light Association Convention in Atlantic City, Mr. Edison said:

"When I invented the incandescent lamp I realized that the lamp alone was not enough. It was necessary also to perfect a system of electric generation and distribution. I immediately set about to develop it, and it makes me happy to know that the system as well as the lamp still persists in all its essentials.

"I had in those days a high opinion of my invention. All inventors have. But I must confess that I never dreamed that from it would come the stupendous electrical industry of today.

"Naturally I am gratified to feel that I have been privileged to play a part in this vast achievement. I am proud of the electrical industry, of its vision, courage, zeal and devotion to public service, and I suspect every American feels the same way about it.

"It is a great reward to me and the many colleagues and co-workers who I rejoice to say are still living, that we have survived to see the full fruit of our labors. The record is wonderful; but fine as it is it can be made still better and I have a feeling that in your hands it will be."

strenuous activities during the past two years in building a vast system of interconnected generating plants which among other things, enables the company to bring power to troubled areas from plants far removed from the scene of trouble.

Another New Office Is Formally Opened

Close to one thousand people attended the formal opening of the new Central Power and Light Company office at Gonzales on the evening of May 20.

Carnations were distributed to the women, cigars to the men and balloons to the children. Punch was served. An orchestra furnished music inside the office during the earlier hours of the opening, and later moved outside to play for dancing in the street.

The new Gonzales office is a substantial attractive structure of brick and stone, modern inside and out. Large show windows allow for the attractive display of merchandise. The interior, with its gray stipled walls and harmonizing floor covering is in accordance with the company's standardization plan, as are also the cabinets, merchandise display cases and other furniture and fixtures.

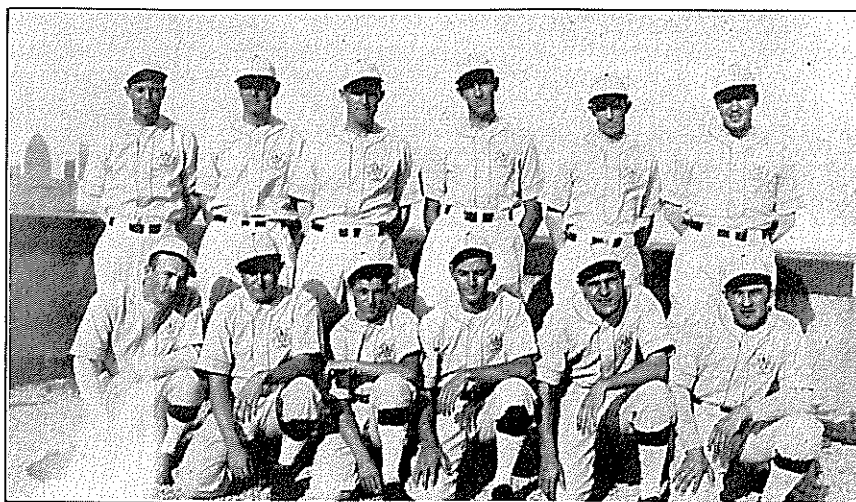
The old building which was torn down to make way for the new one had housed Gonzales utility offices since 1912. It was an historic landmark known as the Fitzgerald House, a well known hotel of earlier days.

—(CPL)—

Stock Subscriptions Being Received Fast

Much enthusiasm is being manifested by the entire organization in the recently inaugurated campaign for the sale of 6% preferred stock in the company's territory. Districts and towns have been organized into sales units with the District and Local Managers heading these units. That this organization work has been done well is evidenced by the fact that subscriptions from both customers and employees are beginning to come in to the Treasury Department in volume.

More than 150 employees have purchased stock since June 1st and the figure will be materially increased from week to week as the campaign progresses.



Ten victories and only one defeat is the record of the General Office baseball squad. Standing, left to right: Ben Gresham, Bob Dittmar, Bill Hill, Al Ochs, Perry Beattie, Rex Elmore. Kneeling, left to right: "Red" Austin, Willie McGough, Van Roberts, "Bugs" Geisler, Brooks Wooley, Tom Jim Hurd.

Trustees Elected To Annuity Board

As a result of the recent balloting by the employees of the Central Power and Light Company, W. T. Stamps of Bay City, Rice Belt, and W. A. Putegnat of Brownsville, Valley District, were elected directors to serve on the board of trustees which administers the Service Annuity Plan. These newly elected board members take the place of J. C. Studeman and W. J. Sherman, who have served in that capacity for the past year.

The Service Annuity Plan was evolved by the Central Power and Light Company to provide for faithful employees who have completed long terms of service with the company.

The two directors who are elected annually by the employees serve with three other officers or employees who are chosen by the Central Power and Light Company.

—(CPL)—

"So we named the baby 'Weather Strip', because he kept father out of the draft during the war."

Refrigerator Sales Continue to Mount

In spite of cool weather, refrigerator sales during May exceeded expectations. The weather man's thermometer manipulation in no way gauged employee zeal for the Ice Way and Educator refrigerators. Enthusiasm ran as high as ever and cool days meant nothing to employees but an opportunity to build up prospective sales which will be culminated with the return of hot weather.

Ice tea sets, water coolers and other ice using appliance sales were also very satisfactory. All in all, the May ice appliance sales prove conclusively what enthusiastic and concentrated effort can accomplish.

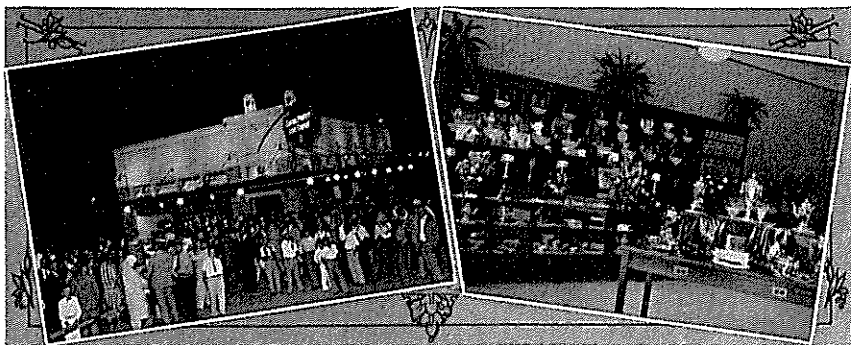
Special concessions will be made during June to further stimulate refrigerator sales. A bonus of one dollar for each Educator sold during this month will be paid by "Kold Facts." In addition to this E. B. Neiswanger will give a bonus of fifty cents for each Educator sold, which will be put into a prize pot to be distributed as follows:

Fifty per cent to the employee selling the greatest number of Educators per residential meter.

Thirty per cent to the employee selling the second greatest number of Educators per residential meter.

Twenty per cent to the employee selling the third greatest number of Educators per residential meter.

Since the number of Educators sold throughout the entire company determines the amount of the prize to be divided, it is up to the employees to fill the prize pot—and then some.



Above are exterior and interior views of the new Gonzales office taken on the night of the formal opening.

DISTRICT NEWS SECTION

GENERAL OFFICE

CHARLOTTE KIEFFER, *Correspondent*

D. E. Woods speaks of his fishin' trip, but never mentions how he thrilled, yelled and pulled on the line. He also fails to enthusiastically exhibit the beautiful log he pulled out.

Strange that Bob Exelby calls the shop number and almost invariably gets his girl instead. Mighty handy that the numbers are so similar.

We hear that yet another romance is blossoming in our midst. If you are curious maybe Zeb Carson will elucidate.

We regret to have Jack Preston leave the company. Good luck to you Jack, and hope you'll like your new executive position.

"Judge" Wilson claims the tell-tale rouge-like streak on his coat lapel was caused by a poppy fading—"Poppy" who?

H. C. Loehr somehow always reports an excellent golf score, but he never mentions having been defeated by Nan Siljeström during her visit here from Chicago.

Adrienne Benton was so excited over her friend visiting here from Honolulu that she ordered cough medicine for her toothache.

Alice Schuetze returned from New York where she attended a lighting school. She is practicing what she had preached to her there by having correct lighting fixtures installed throughout her home.

Vic Weynand thought she was helping along a poor little lost boy, but soon found out he was a midget, maybe not very big, but twice her age.

On a certain night, A. M. Klaerner returned home from a spookey show—heard a noise—went to the neighbor and armed himself—went back to his house—crept in—snapped on the lights, all ready to catch the burglar—while the radio, unperturbed, continued with its static.

Our ball team is hitting high, having played nine games and won all of them. Van Roberts makes so many runs he gets all fagged out.

Something must be wrong—Fidelia Leckie gets up and plays tennis at 5:30 a. m. Wonder WHO the incentive is?

Yep! Ira Baccus does have a weakness for pictures when girls are the subject.

Gene Myrick, you'd better stop trifling. HE might hear it.

Sh—Sh—the Purchasing Department at last has a girl—Miss Colmets.

E. A. Duce attended a bathing review and got so excited he swallowed his cigar, fire and all.

R. W. Price, for your own safety, you'd better stop tapping the girls affectionately on the shoulders. Some time you'll tap one with an Irish temper.

Wonder what induces Elmer Howell to get to work on time each day?

Annie Laurie Newsom was seen starting for Corpus Christi with a net on her shoulder. Wonder if the catch was successful, also if the catch swims?

A. C. Kappe deems it necessary to again attend the Galveston Bathing Review since he is such a connoisseur of figures.

The General Office girls enjoyed a weekend trip to Bandera and reported having a wonderful time attending the dance, seeing the rodeo and of course gazing at the cowboys. Excitement ran so high Grace Knerr nearly missed the dance. Tommy Richardson was heroine of the day when she killed a huge rattlesnake. And, Oh! the way the girls were dressed—just note the picture.

N. D. Simmons has missed his calling, according to the reports of his successful efforts in getting the Commercial Department moved. He should run a moving van.

The women's committee held its May meeting at the St. Anthony Hotel with Pauline Brennan as the very capable chairman for the month. Gene Franks gave an interesting talk on how to make good ice cream, and Muriel Harrill told us all about ice. We enjoyed the playlet put on by L. T. Mattingly, Grace Knerr and Tom Jim Hurd. Our guests were: Messrs. L. P. Reiss, of Dallas; L. L. Lentz; M. C. St.

John, Elmo McGee, of the San Antonio Shops, and Melvin Winters, a friend of Mrs. Gay's who made us all want to dance when he played the piano. The committee deserves a lot of credit for this interesting meeting. (We are curious to know how Mr. Reiss learned so much about making ice cream).



This charming group of General Office girls on a lark is composed of Katherine Moore, Elfriede Suche, Ada Morris, Alice Huebner and Grace Knerr.

GUADALUPE

M. S. SPOONER, *Correspondent*

The big event of May in the Guadalupe District was the grand opening of the new Gonzales Office which took place on May 20, the local force playing host to some fifteen hundred citizens, and a large and appreciated gathering of fellow employees from throughout the properties. Those who did not have the privilege of attending this opening are cordially invited to pay Gonzales a visit in its new home. In fact, Gonzales wants to show off its new building, and will consider it a slam for any company employee to pass through Gonzales without stopping to visit.

Louis Schakel, former cashier at Luling, has been made Local Manager to succeed R. B. Bronson, who resigned to enter the furniture and undertaking business. We regret to lose Mr. Bronson and wish him all success in his venture. It is reported that Roy's first sale was that of a coffin to Rud Linnartz, Local Manager at Schulenburg, Mr. Linnartz making a down payment of \$5.00. On the strength of this sales showing Mr. Bronson has promised a banquet to all managers of the Guadalupe group. So far, the writer has not received his invitation.

The Luling oil field continues to develop, and of course, the Central Power and Light Company is taking on new power customers in the field at a rapid rate. Watch the Guadalupe District go!

Allen Sawyers, son of Mr. and Mrs. A. B. Sawyers, is now a full-fledged electrical engineer, having gotten his degree from Texas University this month. Allen has made a splendid record and we are very proud of him.

W. L. Hoover, Local Manager at Nixon, has been enjoying a month's leave of absence, most of it having been spent in "Sunny California". C. T. Morene, of Gonzales, has been acting as relief manager during Mr. Hoover's absence.

Wedding bells have rung again in the Guadalupe Group and we have lost a cashier. Lois Chandler of Waelder and Wilburn Cornutus, of Wharton, but formerly of Gonzales, were married at Waelder on Saturday, June the first. We extend our heartiest congratulations.

The hydro-plants at Cuero and Gonzales were completely flooded during the recent record-breaking rise of the Guadalupe River, and much hard work was required to get the plants and equipment dried out and back into operation with no service interruptions.

RICE BELT

MRS. FRED CARLETON, *Correspondent*

Columbus is proving herself a real town: she went after paving and got it; after street lighting and it came to pass; and now she is after a sewer system. Can you beat that for a real spirit of progress?

Matagorda, one of the baby towns of the Rice Belt, but one of the oldest towns in the state, being in ante-bellum days the social and business center of the Gulf Coast, stepped out recently in the form of a large Chamber of Commerce banquet celebrating the installation of its street lighting system. The town is over a hundred years old and with the coming of power from electric transmission lines it is duly celebrating. The Matagorda Chamber of Commerce is an ancient one—the first charter for the organization at that place having been granted by the Republic of Texas in 1840, on the same day in the same month and during the same year that the Houston Chamber of Commerce was incorporated. We appreciate the boost Matagorda gave the Central Power and Light Company in this celebration.

Yes, yes m, they're back—the newly-weds—J. W. McMillan and that pretty bride of his. Mac has bought a delightful little home on West Seventh Street in Bay City and invites us to come see 'em. Come on, let's go.

The Rice Belt women's committee held open house at its May program in Bay City, May 15, with twenty-six local women as its guests. A very delightful program was enjoyed and friendly contact made.

The Rice Belt women's committee is sponsoring a story-telling hour over the district, particularly at Bay City, when once each week the kiddies of Bay City and other towns gather at a central point and listen to a clever story. The children seem quite enthusiastic over the entertainment offered. At Bay City the work is in charge of Esther Dienst, of the District Office, who is trained in this type of work. Much favorable comment is being received about our offering to the summer program for the kiddies of the community.

We were delighted to have H. G. Voigt and A. C. H. Cooke of the San Antonio Office with us for our public relations meeting on May 13. Mr. and Mrs. J. C. Stude-man were with us from Eagle Lake. We appreciate these visits, because these folks almost had to swim to get here, the weather and roads were so bad.

Ted Clay, of the El Campo organization, was a business visitor to the District Office recently. Wearing a big broad smile, too, he was, and always because of that pretty wife he has recently taken unto himself. Best wishes, Ted.

Mr. and Mrs. Gilbert Geiger, of Harlingen, and Mrs. Mildred Floyd Eagan, house-guests of Mrs. Carleton, of the District Office, paid the district sanctum a visit recently. We are glad they visited us because they can go back and tell our friend, F. C. Ludden, of the Valley District, that we have a real good organization up here, too.

Various members of the Rice Belt personnel have been assisting in a number of "vanishing teas and bridge parties" given by the local Parent-Teacher Association. The Parent-Teacher Association always seems glad to have the Central Power and Light Company folks help them. We are glad to do it, too.

J. W. Porter, manager at Edna, has returned from his vacation spent in Alabama. He is looking mighty happy these days and we know why: he has his Cleo back home. He was lost without his wife, we know.

We acknowledge visits from Mrs. Lavine Miller, Columbus; Gladys McGlothlin, Palacios; Martha Brown, El Campo; Edna Albrecht, Eagle Lake; and Margaret Yeamans, Matagorda. Also, Hall Richardson, of El Campo and Clyde Nispel, of Sealy. All these folks were over to our May cashiers' meeting.

Annie Porter, of the District Office, has

returned from her vacation spent in Alabama. We surely missed Annie while she was away.

Somebody else has gone vacationing these days: Mr. and Mrs. W. T. Stamps, Jr., motored through to Dallas and attended the Rotary Convention there, and then went on to Terrell and other North Texas points. Mr. Stamps has returned, but Mrs. Stamps and Mary Margaret have gone on to Oklahoma for a visit of indefinite length.

Flood conditions over the Rice Belt have been serious. The highest water known to old settlers of this section is passing through the Colorado River basin at this writing, and is now about at its crest. Our levees, we are thankful to say, are holding beautifully, and we have had no loss of property or of life. Our distribution lines are giving excellent service despite conditions and we are happy in having such a record.

A Lions' Club has just been established in Bay City with P. G. Secrest as president; Wilmer Nini as vice-president; and Jimmie Gartrelle, secretary-treasurer. A. S. Collins, J. G. Stephens, R. E. Baker, Eddie Willenberg and H. S. Moseley, of the District Office, are the board of directors of the club. The club is full of life and pep and we expect much civic good to come from the organization. This club was sponsored by the Houston Lions' Club.

—(CPL)—

LAREDO

ARNULFO ZAMORA, Correspondent

It was going to be a safety meeting, that gathering of about two hundred employees on Monday, June 3, but "General" W. D. Alexander "declared war" on the forces of "General" M. M. Valentine and safety was forgotten for the time being and mobilization of troops from both sides began their march to the battlefield of PREFERRED STOCK SALES.

"General" Valentine called a meeting of all his officers the next morning and every captain in his regiment bought a share of stock. It was afterwards reported unofficially that each captain was getting all the buck private sold on the idea of first taking a dose of his own medicine and then going out to sell to the public.

The "Pentagon" correspondent being on the side of General Valentine, had the intelligence corps trying to find out the plans of the opposition. However, nothing was discovered except the maneuvers of some of the individual captains.

Every time that Captain Ella Devine winks at anybody it is reported that she sells at least five shares of stock.

Mr. Butler will never forgive the party who selected him on the wrong regiment, after he had practically sold his men one hundred per cent only to find out that they belonged to the opposition. But he smiles, taking a puff from his pipe, and saying "It'll finally go to the same cause so I should worry."

"Papa" Seaman is out to do his bit. Yeal and all prepared with application blanks, pencil, and a beautiful week-old mustache. Believe it or not, folks, the Laredo District is out stronger than it was in that Sixty-Six Campaign, and although preferred stock selling is practically new here, other districts will hear from this onion country before long.

Once upon a time there were several merchandise salesmen who sold about \$10,000 worth of goods. (They were given a party and didn't invite anybody?) Guess who—and you'll be invited the next time.

Much has been said about rains between Laredo and San Antonio and pages might have been written about the impassable roads, but nothing has been able to stop a certain gentleman from the General Office who comes to Laredo to see a charming member of our bookkeeping department.

—(CPL)—

A Scot was engaged in an argument with a conductor as to whether the fare was five or ten cents. Finally the disgusted conductor picked up the Scotchman's suitcase and tossed it off the train, just as they were passing over a bridge. It landed with a splash.

"Mon," screamed Sandy. "Isn't it enough for you to overcharge me but now you try to drown my little boy?"

WINTER GARDEN

SAM SCHLEICHER, Correspondent

W. H. Thornburg has charge of the power plant at Crystal City while Mr. Hutsell, chief engineer, is taking his vacation. Hutsell recently came into the possession of a sport model Oakland roadster, and ever since this happened he has been very anxious to try it out. We hear that he is in Hollywood now having a grand time.

The white-way was turned on at Crystal City on the night of May 23. Crystal City certainly feels dressed up with all of her new improvements.

Carrizo Springs states that the only thing that they know of interest is the fact that their new ice plant will be ready to go within the next few days.

The public relations meeting for May was held at Camp Wood. A large crowd attended from all over the district. The safety meeting and the women's committee meeting were held at 10:30 after which a barbecue was the center of interest for about two hours. Mr. Gilliam showed the crowd over the Nueces project and insisted that we all make this our vacation headquarters. At 2:00 P. M. the public relations meeting was held. We were all very glad to have Mr. Boone and Mr. Cooke, of the General Office, with us.

Joe Carper and Frank Schultz are attending the Rotary Convention at Dallas this week. Some say that there are other interests for Frank up there, too.

The District Office at Uvalde had a number of visitors this month. Among them were: E. B. Neiswanger, M. A. Ray, W. D. Boone, C. L. Redus, F. W. E. Weisse, L. A. Pallisard, T. K. Motherspaw, Z. V. Carson, T. A. Gunn, C. P. Gilliam, Ben Barkley and A. C. H. Cooke.

The foundation is being laid for a retail ice vault at Asherton, which will be completed in about thirty days. Asherton's business streets are being paved and will be completed within the next month.

L. T. Veil and crew are now surveying for a 66 K. V. A. line from Asherton to Laredo by the way of Catarina, Artesia Wells and Encinal.

We expect to be shipping cantaloupes by car load lots out of Asherton within the next ten days.



William Taylor, Virginia Carper and Frank Schultz, who presented the playlet "The Ice Man's Story" at the May Winter Garden public relations meeting in Camp Wood.

VICTORIA

LUCILLE MOORE, Correspondent

The high water question has been receiving much thought and comment in this section recently, as the Guadalupe River has been several inches above flood stage; in other words, we have more than enough water in this district.

Vance Baldwin and his surveying crew had to stop work on the Bloomington-Seadrift line due to the high water. They are leaving here to do work elsewhere until they are able to resume their work in this section.

The L. E. Myers Company has established an office in Victoria preparatory for work-

ing on the construction of transmission lines to Seadrift, Tivoli, and Austwell. They will probably start on this work as soon as they are able to get in the field.

Leon Buegner has had quite a time trying to persuade himself to get back to work since he returned from his trip to Florida, where he and his wife spent their vacation.

Mr. Levinson and daughter, Alice, made a trip to Brownsville last week, and regardless of the high water they brought Mrs. Levinson and the other daughter, Louise, back with them. They will now make their home in Victoria.

Mr. Wyant, chief engineer, has been trying to high-hat us for the past few days—due to the fact that he is riding around in a new Ford roadster. By the way, he hasn't taken us riding in it yet either.

We were delighted to have W. E. Dickerson, General Office, as a visitor during the month. Mr. Dickerson, we are always glad to have you—come again.

Our public relations meeting for the month was held in Port Lavaca, and both the eats and the program were very good. Z. V. Carson, General Office, and Ray Baumgardner, Dallas Office, were visitors at this meeting.

John Trump, load dispatcher, has been transferred to the Engineering Department and B. L. Crockett is replacing him in the dispatching office.

—(CPL)—

VALLEY

L. F. BOLING, Correspondent

The Pentagons are still going strong, but the picture we promised did not materialize. So far they have won four and lost four games. The game scheduled with Fort Ringgold for June 2 was called off due to muddy grounds, and will be played at a later date. The schedule for the next sixty days is as follows: June 9, Lions at Mercedes; June 16, La Feria, at San Benito; June 23, McAllen American Legion Team, (this game will be played at the Harlingen Fair Park grounds); June 30, Mercedes Lions at San Benito; July 4, Kingsville Cubs, double header, (arrangements being made to play these two games at Brownsville in connection with the city Fourth of July celebration); July 7, Mission 30-30 team at San Benito; July 14, Mission 30-30 at Mission; July 21, McAllen American Legion Team at McAllen; July 28, Fort Ringgold at San Benito; August 4, Harlingen, at San Benito; August 11, Harlingen at Harlingen. The team needs your support and if you like baseball we can assure you that you will see plenty of it if you will make arrangements to attend any of the above scheduled games.

The Four Kilowatts had to miss the public relations meeting this time and sing for the Retail Merchants and Credit Men's State Convention held at San Benito. It was thought maybe this would improve our credit standing a little but so far we have not noticed any marked change. The Kilowatts also did a little warbling over KRCV this month. They are now busy getting ready to pour it on at the State Firemen's Convention June 11, 12 and 13. They were all set for the Ohio picnic but rain spoiled that.

D. R. Johnson, rural extension man, states that he has averaged fourteen new rural customers per week so far during his stay in the Valley. Congratulations David.

The second public relations meeting for the Valley District was held at the McAllen Country Club, May 14, with Mr. Bates presiding. Mr. Udden discussed the ice industry and its relation to food products; Mr. Epstein, customer relations; Electa Alley, personal efficiency; Mr. Weaver, rural electrification problems; Mr. Parsons, elimination of waste; Mr. Ludden, the electrical industry; Mr. Johnson, rural electrification; and Mr. Baumgardner, of Dallas, the human element in industry. Z. V. Carson presented the \$25 essay prize won by L. R. LeWald of Harlingen and the playlet, "Rats" was presented by the San Antonio District players. It was highly praised and enjoyed. At the close of the meeting, Mr. Sigler and the McAllen office force served a lunch to the two hundred and fifty employees and friends of the company who were in attendance.

"Smoky" Handback has arrived in the
(Continued on page 8, col. 1)

